

# Patrick Lesage

Portfolio: [www.patricklesage.ca](http://www.patricklesage.ca)  
Telephone: 1 (613) 890-1148  
Email: [hello@patricklesage.ca](mailto:hello@patricklesage.ca)

I bring skills and leadership to manage, research and develop transformational solutions in user experience design. With rigorous strategic planning and attention to detail, I'm passionate about meaningful experiences on behalf of the brand.

## UX designer (June 2015 – Present)

ISED Canada March 2019 – August 2021  
(Ministry of Innovation Science and Economic Development)

Facilitated workshops, user studies and planning of resources to deliver UX designs (with high-fidelity prototypes using AxureRP and Adobe software) for an uncluttered UI helping the user to move through the flow of various services available at the Online Filing Center.

**Basic Incorporation** – 6 months of iterative R&D sprints to build a new service where novice users can easily and quickly create a business online. (Reduced the number of transactional pages by as much as 1/3<sup>rd</sup>, with nearly 50% fewer words to read, and up to 20% fewer clicks to complete the task.)

MNP LLP September 2017 – February 2019

Coordinated a team of UI developers and created visual designs for brand communications.

**CAMH Hospital** – 8 months of iterative R&D sprints for \$2M brand/website overhaul with Zulu Agency. Coordinated style guide with a dashboard user experience to develop user-centric designs for Sitecore implementation of 60+ components and landing pages. Performed accessibility QA to validate inclusive user experience (WCAG and AODA) with wireframe flows and high-fidelity mockups (Adobe, Invision).

**MNP Debt LTD** – Website redesign (from legacy CMS framework) with cohesive branding for both personal and corporate services. Strategized user-centric solutions (personas, journey, testing) to enhance visual hierarchy and navigation (search with 3 themes, 5 types, 8 categories) giving visitors and authors easy, meaningful accessibility to financial advice, media files, FAQ, directory and contacts.

**City of Ottawa** – Designed 32 landing pages, navigation widget and dashboard for My Service Ottawa making it easier for visitors to find most popular pages. Created high-fidelity prototypes (Adobe XD) with insights from survey of 200+ respondents, heuristics, analytics and click heatmap.

A hundred answers June 2015 – September 2017

Led and grew UX team from 1 (myself) to 6 (researchers, designers, developers) and supported the firm's brand strategy with visual communications.

**Website redesign** – Conceived visual design (sketches, mood boards, backstory) to reflect brand vision, assessed requirements for UX design (wireframes, high-fidelity prototypes, usability testing) and delivered accessibility compliant UI style guide (Adobe InDesign)

## Creative Consultant (November 2010 – May 2015)

Website designer

November 2011 – May 2015

**Y Service Club (YMCA)** – User-centric design based on research from survey, interviews and usability testing for website solution to promote brand values, coordinate club events and streamline international shopping with online forms and email confirmation.

**FIVV Martial arts club** – Designed website and forum to reflect brand story and club traditions (media archives). Facilitated workshops with stakeholders to develop meaningful taxonomy and sitemap.

**Cado-Etik** - Designed two B2B e-commerce blogs and weekly email campaign promoting ethical and ecological swag products. Iterated newsletter designs with customer feedback (survey, sales data).

Marketing film designer

July 2014 – December 2014

**Ottawa Farmer's Market** – Conceived scripts, storyboards, and edited 2 films based on interviews at Kitley Beef Farm and Purebread bakery (Adobe Premiere and AfterEffects).

Brand designer

November 2010 – November 2014

**Interlocoutour Language Tourism** – Created brand marketing concepts (web banners, adverts) and customer journey based on market analysis (demographic study, regional partnerships).

**Vidacasa** - Established brand vision, marketing plan and designed sales collateral strategy for new home buyers (handouts, letterhead and newspaper/magazine ads).

## Art director (October 1988 – October 2010)

Film designer

January 1996 – October 2010

**Media Lab** - Post-production and motion designs for film companies in UK, France and Japan. Partnership with **Why Not Associates** for Virgin Record's Music Shareholder's Convention.

Print designer

October 1988 – December 1995

Created visual designs and typographic layouts for multinational clients of agencies and publishers.

## Education

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<b>Interaction Design Foundation</b> – UX design bootcamp.	2022
<b>Interaction Design Foundation</b> - UX design certifications (Top 10% and Best in class).	2019 – 2021
<b>PMI-OVOC</b> – 10 weeks of certification training and 3 days Symposium in Ottawa, ON.	2013
<b>Val-de-Sèvre Formation CFP des MFR, France</b> – Project management certification.	2010-2011
<b>Discreet Logic</b> – Flame and Lustre training program in Paris, France.	1995
<b>Toronto School of Art</b> - Visual communications and printing.	1987-1988